## WHAT IS CLAIMED IS:

1	1. A programmable thermostat system for controlling space conditioning
2	equipment comprising:
3	A) at least one environmental condition sensor providing an electrical signal
4	indicative of the ambient temperature of a conditioned space in which said
5	environmental condition sensor is situated;
6	B) a transparent touch pad juxtaposed with a generally rectangular dot matrix
7	liquid crystal display to constitute a generally rectangular touch screen for interactive
8	interface with a user, said touch screen having a long dimension and a short dimension;
9	C) a processor, said processor including:
10	a central processing unit;
11	2) a real time clock;
12	3) a memory coupled to said central processing unit for storing program
13	and data information; and
14	4) an input/output unit coupled between said processor and said touch
15	screen for carrying out information transfer therebetween, said
16	input/output unit further including:
17	a) a sensor input coupled to each said environmental condition
18	sensors for receiving said electrical signal therefrom; and
19	b) a control output coupled to the space conditioning equipment for
20	issuing control signals thereto; and
21	D) a housing for said central processing unit, said real time clock, said memory
22	and said input/output unit with said touch screen being disposed on one face thereof;
23	E) a control program stored in said memory for causing said central processing
24	unit to communicate through said input/output unit to selectively:
25	1) establish on said touch screen:
26	<ul> <li>a) a representation of a first virtual button; and</li> </ul>
27	b) a first legend indicative of said first virtual button, if touched,
28	invoking a setup function of said thermostat, which setup function is

29	for reorienting a pictorial presented on said touch screen between
30	horizontal and vertical;
31	2) read the touch screen to determine if the representation of said first
32	virtual button has been touched; and
33	3) if the first virtual button has been touched, reorienting the pictorial
34	presented on said touch screen between horizontal and vertical to
35	facilitate respective horizontal and vertical mounting of said
36	housing.
1	2. The programmable thermostat system of Claim 1 which substep E)3) is
2	carried out by remapping column and row drive signals to individual pixels of said dot
3	matrix liquid crystal display.
1	3. The programmable thermostat system of Claim 1 in which substep E)3) is
2	invoked only if said the virtual button is touched continuously for a predetermined
3	period.
1	4. The programmable thermostat system of Claim 2 in which substep E)3) is
2	invoked only if said the virtual button is touched continuously for a predetermined
3	period.
1	5. A programmable thermostat system for controlling space conditioning
2	equipment comprising:
3	A) at least one environmental condition sensor providing an electrical signal
4	indicative of the ambient temperature of a conditioned space in which said
5	environmental condition sensor is situated;
6	B) a transparent touch pad juxtaposed with a dot matrix liquid crystal display to
7	constitute a touch screen for interactive interface with a user;
8	C) a processor, said processor including:
9	1) a central processing unit;
10	2) a real time clock;
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11	3) a memory coupled to said central processing unit for storing program

13 4) an input/output unit coupled between said processor and said touch 14 screen for carrying out information transfer therebetween, said input/output unit further including: 15 16 a) a sensor input coupled to each said environmental condition 17 sensors for receiving said electrical signal therefrom; and 18 b) a control output coupled to the space conditioning equipment for 19 issuing control signals thereto; and 20 D) a housing for said central processing unit, said real time clock, said memory 21 and said input/output unit with said touch screen being disposed on one face thereof: 22 E) a control program stored in said memory for causing said central processing 23 unit to communicate through said input/output unit to selectively: 24 1) establish on said touch screen: 25 a) a representation of a first virtual button; and 26 b) a first legend indicative of said first virtual button, if touched, 27 invoking a setup function of said thermostat, which setup function is 28 for angularly reorienting a pictorial presented on said touch screen: 29 2) read the touch screen to determine if the representation of said first 30 virtual button has been touched; and 31 3) if the first virtual button has been touched, angularly reorienting the 32 pictorial presented on said touch screen. 1 6. The programmable thermostat system of Claim 5 which substep E)3) is 2 carried out by remapping column and row drive signals to individual pixels of said dot 3 matrix liquid crystal display. 1 7. The programmable thermostat system of Claim 5 in which substep E)3) is 2 invoked only if said the virtual button is touched continuously for a predetermined 3 period. 1 8. The programmable thermostat system of Claim 6 in which substep E)3) is 2 invoked only if said the virtual button is touched continuously for a predetermined

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period.